

# Setu Shah

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## EDUCATION

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### M.S. in Business Analytics (STEM)

Expected Graduation: Jan 2025

Boston University, Questrom School of Business, Boston, MA

Dean's Achievement Scholarship

### B.A. in Political Economy

May 2022

University of California, Berkeley, Berkeley, CA

Cumulative GPA: 3.36

## WORK EXPERIENCE

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### Analyst, Revenue Management Solutions, Tampa, FL

August 2022 – June 2023

- Provided pricing analytics & insights for products worth \$3B using SQL, Excel, & Power BI.
- Managed relational databases in SQL & performed validation checks to ensure data integrity.
- Streamlined & automated data analysis and visualization processes to increase efficiency by 30%.
- Collaborated on creating dashboard solutions for ad-hoc analyses to improve workflow by 25%.

### Marketing Analytics Intern, Student Medicover, Burlingame, CA

July 2020 – June 2021

- Generated reports using Excel & PowerPoint to analyze competitors, target markets, & track KPIs.
- Analyzed 1000+ rows of data using SQL for health insurance products worth \$6M in revenue.
- Collaborated on social media marketing campaigns to leverage customer acquisition by 20%.
- Automated data visualization by integrating Tableau with multiple data sets in Excel & SQL, which reduced time spent manually creating dashboards by 75%.

### Equity Research Intern, ICICI Prudential AMC, Mumbai, India

May 2018 – August 2018

- Analyzed market trends in the electric power industry & built valuation & forecasting models using Excel & self-taught VBA macros for investment products worth over \$10B.
- Performed in-depth due diligence, developed contrarian insights & consolidated findings into comprehensive research reports to improve operational efficiency by 40%.

### Regional Director, Data Science For India, Berkeley, CA

January 2018 – August 2018

- Developed & provided customized Data Science curricula, boot camp workshops, & presentations from industry professionals to bring data science education to underprivileged students.
- Worked towards the creation, marketing, & deployment of Data Science boot camps in 15 cities in India, reaching over 2500 students with 25% increase in enrollment year-over-year.
- Organized weekly meetings, created semester timelines, & delegated action items to teammates.

## SKILLS/ CERTIFICATES

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**Technical Skills:** SQL, R, Python, Tableau, Excel, PowerPoint, VBA, Power BI, Google Analytics

**Language:** Fluent in English, Hindi, and Gujarati

## PROJECT EXPERIENCE

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### Peer Tutor & Lab Assistant, UC Berkeley EECS Department, Berkeley, CA

June 2019 – May 2020

- Tutored, mentored, & problem-solved for 50 students in Intro to Computer Science (CS 10).
- Led weekly lab sessions & group discussions, presented exam review sessions (200+ students).

**Cholangitis Study:** Visualized distribution & correlation of diagnostic measures. Built multivariate & logistic regression models to analyze disease outcomes using Tidyverse in R.

**Machine Learning & Financial Analysis:** Visualized stock data using Matplotlib & Seaborn in Python. Built predictive models using machine learning (Scikit-Learn) & deep learning (Keras).